

Chapter 5. MORALE, WELL-BEING, AND RECREATION PROGRAM
DESCRIPTION

- A. CATEGORY A: Mission Sustaining Programs. Programs within this category promote the physical and mental well-being of the military member, a requirement that supports accomplishment of the basic military readiness mission. These programs shall be supported almost entirely with appropriated funds, with the use of nonappropriated funds limited to specific instances where appropriated funds are prohibited by law or where the use of nonappropriated funds is essential for the operation of a facility or program.
1. Armed Forces Professional Entertainment Program Overseas. Acquisition and support of professional entertainment provided free to Armed Forces personnel deployed or overseas.
 2. MWR Consolidated Support Service Office. Personnel, operating, and capital expenditures necessary to manage and oversee a total MWR program for a unit or multiple units.
 3. Gymnasium/Physical Fitness/Aquatic Training. Programs that develop the components of aerobic capacity, muscular strength, muscular endurance, and flexibility of military personnel. Includes swimming programs associated with service member training. (It does not include those recreational swimming programs in Category B or associated with Category C membership club programs.) See enclosure (7) for guidance pertaining to aquatic training and swimming pool operations. The use of appropriated funds to obtain Coast Guard memberships in fitness centers, gymnasiums, and aquatic centers to provide active duty members the physical fitness activities provided in this section is authorized. Golf memberships may also be authorized only in those instances where no other recreational/physical fitness activities are available within a 75-minute commute of the unit. All memberships shall be procured in the name of the Coast Guard and the applicable sections of the Financial Resource Management Manual, COMDTINST M7100.3(series).
 4. General Libraries and Information Services Program. Supports readiness and the military mission, quality of life (QOL) voluntary education, professional and technical

education and training, Internet access, lifelong learning, transition and career assistance, and the leisure needs of the military communities. Components may include library buildings, multimedia resource centers, information centers, or similarly named entities. Generally, they do not include those libraries whose primary purpose is to provide technical reference and information related to training centers, military occupational specialty education or Coast Guard reference facilities.

5. On-Unit Park and Picnic Areas. Provide on-unit picnic areas, barbecues, pavilions, game fields, fitness trails, nature centers, playgrounds, etc. for self-directed use.
6. Recreation Centers/Rooms. Provide a comprehensive MWR program with both directed and self-directed individual and group activities, specifically targeted for the installation community as a whole, but with special emphasis on military personnel. These facilities may include Internet cafes, game rooms with video games, billiards, table games and table tennis, television and movie rooms, music rooms, classrooms, etc., to allow participation in a variety of social, competitive, and educational activities. These programs can be stand-alone, consolidated, and/or integrated programs that best meet the needs of the community they serve. Facilities should be configured to accommodate diverse services and designed with flexibility that allows modifications based on changing community interest and needs. These facilities may incorporate other programs such as food and beverage services, which are Category C Activities.
7. Shipboard Activities or Unit Level Programs. Activities that maintain mission readiness, improve unit teamwork, and create esprit de corps, not otherwise defined in this Chapter. This may include the procurement of transportation (bus/van) to get military crew members to/from a facility or event.
8. Free Admission Motion Pictures. Free motion picture entertainment available to floating commands, isolated LORSTAs, deployable units, deployed military personnel and civilians, or other units as specifically authorized in writing by CSC.
 - a. Programs. The Coast Guard entertainment motion

picture program consists of two subprograms:

- (1) Commercially procured, prerecorded entertainment motion picture program.
- (2) Navy Motion Picture Service (NMPS) program.

b. Commercially Procured Prerecorded Entertainment Motion Picture Program.

- (1) Section 106 of Title 17 of the U. S. Code provides that prior permission from the copyright owner is required for public performance or displays of a copyrighted work. Performances or displays in the following locations are not considered "public," and do not require the prior permission of the copyright owner, provided the performances or displays are made without any purpose of direct or indirect commercial advantage and without charge to the attendees:
 - (a) Coast Guard vessels.
 - (b) Unaccompanied Personnel Housing.
 - (c) Day rooms.
 - (d) Coast Guard Dining Facilities.
 - (e) Residential facilities.
 - (f) Recreational facilities.
- (2) Performances or displays of prerecorded entertainment motion pictures in "public" areas, without the prior permission of the copyright owner, are prohibited. Clubs/food and beverage facilities are considered "public" areas within this prohibition.
- (3) Use of audio and video duplicating and playback equipment and facilities for reproduction of copyrighted sound or video recordings without permission of the copyright owner is prohibited.

- (4) Display of prerecorded entertainment motion pictures purchased or rented by individual Coast Guard members on playback equipment is permissible in those locations indicated in paragraph 8.b.(1), above.
- (5) Motion pictures productions containing the following will not be acquired or displayed:
 - (a) Portrayal of the U. S. Government or any of the U. S. Armed Forces in a derogatory manner.
 - (b) Foreign propaganda critical of the U. S. Government and its institutions or subversive material advocating the overthrow of the U. S. Government by force or violence.
 - (c) Material tending to foment prejudice or criticism based on race, color, religion, sex, or national origin.
 - (d) All X-rated films and sexploitation films, i.e., films in which the primary content is erotica, or the primary result is to arouse sexual desire.
 - (e) Those films that glorify the use of illegal drugs, or portray members of the U. S. Government, U. S. Armed Forces, or U. S. law enforcement agencies, as a majority, as users of illicit drugs.
 - (f) Commands shall adhere to the motion picture industry rating standards when authorizing attendance at any motion picture showing.
- (6) This policy does not regulate the procurement or use of copyrighted works for authorized official purposes.

c. Navy Motion Picture Service (NMPS) Programs.

- (1) Eligible units may also receive prerecorded motion picture/video tapes through the

Navy Motion Picture Service.

- (2) Details of the Navy Motion Picture Service are described in detail in enclosure (8).
9. Sports/Athletics (self-directed, unit level, intramural). Support for individuals and teams to enhance individual fitness, unit teamwork, and readiness. May also include sports that require the unit to participate off base due to the lack of facilities, such as bowling.
 10. Basic Social Recreation Programs. Provide self-directed individual and self-directed and/or directed group activities that promote stress relief, such as video games, entertainment videos, board games, social events, and Internet access.
 11. Warfighter and Family Services (WFS) programs. These programs may encompass a variety of programs to enhance an individual's QOL, such as information to help people make sound life skills decisions; assistance to parents in balancing the competing needs of parenting and mission accomplishment; crisis assistance; educational opportunities through lifelong learning; preventive education on unhealthy lifestyles; coaching assistance through prevention and referral to treatment; brief, solution-focused non-medical clinical counseling; education and intervention to build healthy family and personal relationships; and volunteer coordination. Unit family readiness programs provide support through proactive outreach and intervention through official communication, information and assistance, and Service member and family readiness and deployment support. Additionally, these services connect with the mobile military lifestyle by providing assistance during deployments, relocation, and transition to civilian life. Services include financial counseling and assistance with career decision-making, job seeking, and the adjustment of Service members and their families to life in the military. The target population of WFS programs includes single and married Service members, family members, parents, dual-Service couples, special needs families, and retirees.
 12. Single Service Member Programs. Promoting Activities for Single Sailors (PASS) programs address single Service

member QOL issues and initiatives and support unit commanding officers by providing a forum through which single Service member QOL concerns are identified and recommendations for improvement are made. Additionally, this forum provides a means to assess the interests and needs of single Service members. QOL for single Service members, includes all those concerns that can directly or indirectly influence morale, living environment, personal growth, and development.

B. CATEGORY B: Basic Community Support Programs. These programs satisfy the basic physiological and psychological needs of Service members and families, providing to the extent possible, the community support systems that make Coast Guard units temporary home towns for a mobile military population. These programs are closely related to those in Category A in supporting the military mission.

1. Amateur Radio. Long distance two-way radio operation associated with the Military Affiliated Radio System. See Telecommunications Manual, COMDTINST M2000.3 (series) for further guidance.
2. Arts and Crafts Skill Development. Programs that emphasize learning by "doing" through formal and informal instruction in fine arts, crafts, and industrial and vocational arts.
3. Automotive Skills Development. Automotive and electromechanical skill development programs that promote learning by "doing" through formal and informal instruction.
4. Bowling Centers (16 Lanes or Less). Bowling programs and centers having 16 lanes or less, offering services such as bowling resale, food and beverage, bowling instruction, open play bowling, and league bowling. The resale operations are only authorized as Category C MWR Activities.
5. Child Development Centers. Child development services are defined in detail in the Child Development Services Manual, COMDTINST M1754.15 (series).
6. Community Centers. Those facilities and/or programs that are provided for the general enjoyment of the unit's community.

7. Performing Arts (Music, Drama and Theater). Programs that provide for skill development through formal or informal instruction as well as opportunities for self-directed recreation at theater centers, dinner theaters, music centers, performing arts centers, pageants, special entertainment events, and community activities.
8. Boating Without Resale or Private Boat Berthing. Program may include operation of a marina without resale or private boat berthing. Boats and equipment are MWR-owned and operated. No watercraft shall be obtained without the prior permission of the CSC. Any changes to the watercraft inventory at a unit shall also be reported to the CSC. The operation of a snack bar, restaurant, or resale outlet associated with a marina is authorized only as a Category C program. To safeguard against the hazards that may befall the inexperienced or unwary boater, and to ensure that any boating program operated by MWR is safe to the maximum extent possible, commanding officers that operate a MWR recreational boating program shall ensure it entails at a minimum:
 - a. Familiarization and compliance with all Federal and State boating regulations and safe boating practices, based on the successful completion of the U. S. Coast Guard Auxiliary safe boating class. Additionally, the consumption of alcoholic beverages by operators and/or passengers of MWR boats is strictly prohibited.
 - b. Familiarization with the unit's boats and local boating areas, as determined by written and practical test conducted by a unit member with the technical capabilities to administer. Boat operating areas shall be strictly defined in written unit boat use policies.
 - c. Required safety equipment is on board when boats are issued for use and complies with USCG Auxiliary Courtesy Marine Examination (CME) equipment requirements.
 - d. Individual instruction in the use of safety equipment.
 - e. A sign posted conspicuously in each recreational boat that "PFDs will be worn by each occupant at all times."

- f. Eligible members checking out a recreational boat shall indicate in writing their responsibility to ensure that the occupants wear PFDs and shall execute a use agreement, attesting to the condition of the boat, their qualifications to use it, the safety equipment on board, and a Hold Harmless/Indemnification clause in the use agreement may be obtained through the servicing staff JAG.
 - g. Classes are offered by the USCG Auxiliary and U. S. Power Squadrons and shall be used in developing safe boating programs. (For information on location of courses call Boat US at 1-800-336-BOAT.)
 - h. Units shall register their recreational boats in accordance with laws and regulations of the state in which they operate.
9. Directed Outdoor Recreation. Programs that provide instruction and structured outdoor recreational activities (archery, hunting, fishing, rappelling, hiking, backpacking, bicycling, mountain biking, boating, canoeing, camping jamborees, water and snow skiing, etc) Equipment is purchased with APF and NAF for the purpose of being checked out to participants in MWR programs. Fees may be charged to recover all or part of any NAF costs associated with providing this service. Checkout equipment may include tents, coolers, sleeping bags, stoves, skis, canoes, boats, bicycles, and other equipment that support the program. Sale of incidental items such as lantern fuel and similar accoutrements is authorized.
10. Recreation Information, Tickets, and Tour and Travel Services. Typical services include information brochures and recommendations concerning local and regional attractions; local or group tours, etc.; tickets to local movie theaters, concerts, plays, sports events, museums, etc.; admission to regional or national theme parks; and provisions for central registration and advance sales for most MWR facilities, services, and programs at the unit. This program also includes such variations as ticket reimbursement, where a member presents proof of attendance and the morale fund reimburses for all or a portion of the ticket price. All tickets purchased for distribution, resale, or reimbursement must be purchased with non-

appropriated funds. This includes tickets purchased for season sports events and entertainment events, like season baseball tickets. Also included is unofficial commercial leisure travel services, which may be provided from either transportation-managed offices or MWR facilities dedicated exclusively to leisure travel products and services, e.g., air, rail, and bus tickets; packaged tours; group tours; cruises; and travel insurance. May also include remote or automated services to satisfy requirements of installations that lack sufficient volume to justify a staffed office.

11. Recreational Swimming. Swimming programs in a recreational environment. See enclosure (7) regarding guidance on swimming pool operation.
12. Sport Programs (above intramural level). Competition by individuals or teams representing the unit or higher level. Inter-Service sport competition events sanctioned by the Armed Forces Sports Council as well as participation in national and international sporting events such as the Pan American Games, Conseil International du Sport Militaire (CISM), and the Olympic Games.
13. Youth Activities. A comprehensive series of planned and self-directed activities and events responding to the recreational, developmental, social, physiological, psychological, cultural, and educational needs of youth through the age of 18 years old. A full range of community-based educational, social, cultural, recreational, and physical activities that promote the healthy development and transition to adulthood of eligible patrons through the age of 18 years old. These activities support the acquisition of lifelong skills and are offered within a physically and emotionally safe environment that includes appropriately trained staff. A Youth Center or Community Center may serve as the "hub" for most activities.
14. Camping (primitive or in tents). Small campgrounds operated to provide camping as the primary recreation activity or to support participation in adjacent outdoor recreation activities. The operation of a snack bar, restaurant, or resale outlet is authorized only as a Category C activity.

15. Riding Stables(Government-owned-or-leased). Government-owned or leased horses used for recreational riding.
 16. Outdoor Recreational Equipment Checkout. Equipment supports directed and self-directed participation in outdoor programs. Equipment is either purchased with APF or NAF for the purpose of being checked out to participants in MWR programs. Fees may be charged to recover all or part of any NAF costs associated with providing this service.
 17. Other. Other general recreation skill programs to include classes, lessons, seminars, etc.
- C. CATEGORY C: Revenue Generating Programs. These highly desirable programs are means of providing recreational activity, with the attendant morale benefit. Activities in this group have the business capability of generating enough income to cover most of their operation expenses but they lack the ability to sustain themselves based purely on their business activity. Consequently the activities receive limited APF support. Units desiring to establish Category C MWR business activities must have the prior written approval of the CSC. The requirements for establishing Category C MWR activities are contained in Chapter 6.G.4. of this Manual.
1. Aquatics Centers. Commercial grade water theme parks.
 2. Aero Clubs (Not authorized for Coast Guard). Flying operations such as rental of aircraft, storing aircraft owned by members, providing flying instruction, and other related services.
 3. Amusement Machine Location and Centers. Includes amusement machines, such as video and pinball machines that do not provide a pay-out, recreational machines, and non-gambling online video game services within MWR facilities.
 4. Animal Care Funds (Kennel or Veterinary Services). Program and services established for boarding and medical attention for animals.
 5. Armed Forces Recreation Centers (accommodation/dining and resale facilities). Facilities and programs operated by one Service for all other Service components use for the primary purpose of providing rest and recreation activities. Includes joint service facilities, major hotel

operations, and recreation sites designed for use by all Armed Forces personnel.

6. Bingo. Notwithstanding any of the amplifying guidance provided below, the policy contained in Paragraph 1.P. of this Manual regarding gambling shall apply in the conducting of bingo operations.
 - a. Well-regulated bingo is widely recognized as an appropriate outlet for social gatherings on military installations. It enables military personnel to participate in a group activity that will stimulate off-duty social contacts of a recreational nature. By providing a diversion from the exacting demands of daily military duties, it helps promote enhanced morale among participants.
 - b. Playing of Bingo. Bingo is authorized on Coast Guard installations within the United States, its territories and possessions, which are fully ceded, as well as on those installations which are not fully ceded where the playing of these games is not prohibited by the state concerned. Bingo will be conducted in accordance with the following regulations:
 - (1) Bingo activities sponsored by MWR must be self-supporting. Appropriated funds are not authorized to support bingo events.
 - (2) Participation in bingo games will be limited to authorized patrons, including authorized Coast Guard civilians employees, and their bona fide guests. MWR employees working the bingo function and members of their immediate family may not take part in bingo games or accept prizes awarded at the event. This also applies to volunteers serving as bingo callers and monitors.
 - (3) Sponsors shall sign in all guests prior to the purchase of bingo cards.
 - (4) Commanding officers may permit official CG-affiliated organizations, such as the Chief Petty Officer Association, Warrant Officer Association, etc., to conduct bingo events on a not-to-interfere basis with other MWR activities. These

bingo functions may only be authorized if conducted for charitable fund-raising purposes.

- (5) Commanding officers shall establish prize amount limits for all bingo games. Bingo prizes may be cash or merchandise. Commanding officers must be sensitive to local community perception and use proper judgment regarding the type and size of bingo prizes awarded. Under no circumstances may the prize value for a single game exceed \$1,000. In the United States, its territories and possessions, on installations fully ceded, and on bases not fully ceded where bingo is not prohibited by state or local law, the cash/merchandise prizes or a combination thereof, may not exceed 90 percent of annual bingo revenues.
 - (6) When there is more than one winner of a prize, the cash will be divided equally among the winners. Unless otherwise agreed to by the individuals concerned, merchandise prizes will be awarded to the person who wins a coin toss.
 - (7) Bingo winners will sign their names and personal identification data on the bingo activity sheet before receiving prizes. If the winner is a sponsored guest, the sponsor's name shall also be recorded.
 - (8) Cash received is controlled by pre-numbered tickets, issued by serial number to the patron, or by bingo card serial numbers. The bingo cashier is accountable for any missing numbers when turning in the receipts. Bingo cashier accountability is based on the number and value of bingo cards sold.
7. Monte Carlo. Notwithstanding any of the amplifying guidance provided below, the policy contained in Paragraph 1.P. of this Manual regarding gambling shall apply in the conducting of Monte Carlo operations.
- a. Subject to the commanding officer's discretion, Monte Carlo games may be conducted by MWR to raise funds for the support of MWR programs. Monte Carlo is a scheduled event that provides games and activities played exclusively for entertainment and does not

provide any monetary gain in the form of legal tender to the participant. This does not preclude the award of non-monetary prizes. Commands do not need prior written approval from the CSC for the establishment of Monte Carlo games, but must comply with all other policies regarding gambling as found in this Manual.

- b. Once a patron purchases the necessary instrument, that is, tickets, chits, or chips, used to participate in the available games and activities, no reimbursement may be made for unused instruments.
- c. In the United States, Monte Carlo games shall conform to state and local requirements unless these events are played at installations under exclusive federal jurisdiction. International agreements apply overseas.
- d. Regardless of state or local policies, slot machines, roulette wheels, and other mechanical devices, designed and manufactured primarily for use in connection with gambling, are prohibited as part of Monte Carlo events.
- e. Employees of the MWR facility, their families, and participating volunteers will not take part in Monte Carlo games or accept prizes awarded at the event.
- f. No more than four Monte Carlo nights will be conducted by MWR at a command within a one year period. Additionally, CG-affiliated organizations may conduct one Monte Carlo night per year, provided it is conducted for charitable purposes. When a Coast Guard organization sponsors Monte Carlo, all income from food and beverage sales will go to MWR.
- g. Only authorized patrons and their guests will be allowed to play Monte Carlo games.
- h. Instruments can be obtained through the purchase of food or beverage sales; however, prices or items sold will not be increased over regular prices.
- i. Random drawings for prizes may be held. Numbered tickets for the drawing(s) will be available, free of any charge, to all event attendees. Receipt of a numbered ticket and subsequent participation in a

drawing will not be premised on an admission charge or the amount of instruments accumulated. Gaming instruments may not be converted to numbered tickets.

- j. Standing operating procedures will be set up containing as a minimum, the following:
 - (1) Frequency intervals when the event will be conducted.
 - (2) Strict enforcement of the bona fide guest policy.
 - (3) Publication and dissemination in advance of all pertinent rules of play.
 - (4) Inventory procedures for equipment used in the event.
 - (5) Provision that only specified employees handle all cash transactions.
 - (6) Prohibition of the conversion of currency into play money or chips at game areas.
 - (7) Prohibition of packaged alcoholic beverages or cash being used as prizes.

Gambling activities as defined above or in Paragraph 1.P of this Manual shall be self supporting. Fund-raisers that do not involve games for money, or other personal property, or the conduct of a lottery or pool, or the selling or purchasing of numbers/tickets, in or on government property, may be authorized, under the guidance provided in Paragraph 1.P of this Manual. Such fund-raisers would include car washes, turkey shoots, and bake sales. Under no circumstances shall any approved fund-raiser include the sale of alcohol or tobacco products or compete with CGES or existing MWR activities. Commands do not need prior written approval from the CSC for the establishment of lotteries, but shall comply with all other provisions of this Manual.

- 8. Bowling Centers (over 16 lanes). Bowling programs at centers having over 16 lanes, offering open play bowling and league bowling, and services such as bowling instruction, bowling resale, food, and beverage.

9. Recreational lodging (cabins, cottages, trailers, trailer or recreational vehicle parks with hook-ups). Accommodations for recreational use on the installation and at off-installation recreation sites. Typically supports recreational, unofficial travelers as primary occupants.
10. Catering. Providing food and beverage service for special events and activities.
11. Golf Course and Driving Ranges. Golfing programs offering open play, tournaments, and services such as golf instruction, golf resale, food, and beverage. This includes driving ranges.
12. Joint Service Facilities and Military Services Recreation Centers. See Armed Forces Recreation Centers.
13. Marinas and Boating Activities with Resale or Private Boat Berthing. Includes marina operations with private berthing or with resale activities.
14. Motion Pictures (paid admission functions only). Motion pictures provided through paid admission. See paragraph A.8. above and enclosure (8) for amplifying instructions concerning the Navy Motion Picture Service.
15. Motorcycle Clubs. This program is a more highly specialized program appealing to a limited audience and should be supported through user fees.
16. Equipment Rental. Equipment purchased with NAF for the purpose of being rented out to customers to support their special interests. Includes, but not limited to, rental of equipment such as lawn mowers, rototillers, chain saws, VCRs/DVDs, boats, trailers designed for overnight issue, tables, chairs, grills, large inflatable games, and entertainment equipment.
17. Rod and Gun Clubs. Programs such as skeet, trap, and other shooting programs, instruction and competitions. Any recreational weapons purchased with NAF must be approved by Commandant (CG-7) prior to procurement.
18. Scuba/Diving. Groups or individuals having an interest in aquatic and scuba type activities, such as

instruction, sponsored dives, etc.

19. Skating Rinks. Roller skating or ice skating areas providing for the enjoyment of authorized patrons.
20. Food and beverage operations including snack bars, soda fountains, restaurants, casual dining facilities, and military clubs. The operations of food and beverage establishments are detailed in enclosure (9). Official command functions are not MWR events even when held in MWR facilities. APF shall be used for all authorized personnel, building, equipment, and supply costs when the MWR facility is used to support official mission, protocol, and community support functions to include events that support and foster community relations, basic military gatherings such as commander's calls and pre- and post-deployment briefings, and events that support the development of unit esprit de corps and home station family sustainment.
21. Horseback Riding Program and Stables. (non-government-owned or leased). Services such as boarding, organized events, and competitions associated with horseback riding.
22. Temporary Lodging Facilities. Facilities built, leased, acquired, maintained, managed, or operated by MWR (or contracted or acquired through the NAF contracting process) for patrons who are in an off-duty status. They may also be used by individuals and families who are in a PCS or TAD status if non-MWR housing facilities or temporary housing is not available.
 - a. There are three basic classifications of temporary lodging: PCS lodging, TAD lodging, and recreational lodging. PCS lodging is that with a primary emphasis of providing lodging facilities to those members reporting-in or departing-from a duty station. Temporary Additional Duty lodging has a primary purpose of providing lodging at a command for those in a TAD status. Finally, recreational lodging is provided for recreational purposes only. PCS lodging and TAD lodging may also be used for recreational lodging but only after the primary purposes of these facilities has been met.
 - b. PCS lodging and TAD lodging facilities may be designated as Category A Activities.

The Community Services Command has the authority to designate these lodging facilities as PCS or TAD lodging facilities. Commands requesting that their lodging facilities be designated as either primarily PCS or TAD, shall submit a written request through its chain of command requesting this designation. Commands requesting this designation shall include copies of unit instructions documenting the primary use of these facilities and statistics demonstrating that their lodging facilities are being primarily used for the purpose requested. Commands shall also address such factors as the availability of alternative lodging and peak tourist seasons in relationship to PCS or TAD needs. Absent this designation from the CSC, a lodging facility will be considered recreational and will be guided in its appropriated fund support by enclosure (5) of this Manual.

23. Vehicle Storage. Storage facility primarily for Service members vehicles, but may also be used for storage of other licensed rolling stock for all eligible patrons if the capacity exists.
24. Other. Those programs established for a special interest not otherwise addressed.

D. Special Programs.

1. Armed Forces Sports Calendar.

- a. Description. Participation on teams or events identified on the Armed Forces sports calendar is an excellent way of extending and promoting sports activities for Coast Guard personnel. The primary objective of this program is inter-Service sports competition. Selection of sporting events, rules, team composition, schedules, dates, hosts, and hosts sites are determined by the Armed Forces in conjunction with the Armed Forces Sports Council. Coast Guard military personnel on active duty, except Coast Guard cadets, are eligible to participate in these sporting events. Individuals desiring to compete in an Armed Forces sporting event, shall complete the sports application found in enclosure (10).

- b. Funding. Financial support of Coast Guard personnel participating in the Armed Forces sports program may be provided by either APF or NAF.
2. Inter-Service Championships. The purpose of this program is to promote understanding, goodwill, and cooperation among the Armed Forces through Inter-Service sports competition and to provide means of selecting teams to represent the Armed Forces in higher levels of competition. Coast Guard individuals selected to participate on Navy teams are eligible to compete in these competitions. The sports application found in enclosure (10) may be used to request participation in Armed Forces sporting events.
3. International Competition. Under provisions of 10 U.S.C. 717, personnel of the Armed Forces may be allowed to train for and participate in international sport competitions that are considered in the best interest of the United States by the State Department. The Olympic Games, the Pan-American Games, and competition conducted under the Conseil International Du Sports Militaire (CISM) may have State Department approval. Rules and regulations relative to participation of Coast Guard personnel in international sports competitions are contained in enclosure (10).
4. Sports Participation Grant Program. The Coast Guard has always recognized athletic competition as an important element of the MWR program. Athletic competition teaches teamwork, sacrifice, dedication, and develops an esprit de corps. It is the Coast Guard's policy to encourage and support all military athletes to participate in athletic competition. Limited funding may be available to support athletes in this endeavor. Enclosure (11) details the program for requesting sports participation grants from the CSC. The CSC sports grant program would not preclude commands from using NAF to also support sports participation by members of the command.
5. Elite Male/Female Athlete of the Year.
 - a. Annually, the Coast Guard recognizes an elite male and female athlete of the year. These athletes are usually recognized at a national event. Elite for the purposes of this program may be defined as follows:
 - (1) Placement in the top five in a national

championship competition.

- (2) Selection for the Olympic and/or Pan American Games.
- (3) Significant contribution on a national team sport placing first, second, or third in competition.
- (4) First, second, or third place in a national or international event (i.e., Boston Marathon, Ironman Triathlon, etc.).
- (5) Other sports achievements of a caliber similar to those listed above.

b. Selection process.

- (1) Commanding Officers are encouraged to submit nominations to the CSC. Nomination procedures and timelines will be provided under separate cover, annually.
- (2) Nominations shall include the member's record of professional and athletic achievements (particular achievement for which nominated) and notable community service. Athletic achievements shall focus on the award year.
- (3) The following must also be provided with each nomination:
 - (a) A biography including a photograph of the athlete in his/her Coast Guard Service Dress uniform.
 - (b) Action photographs of the athlete participating in the event for which nominated.
- (4) The Community Services Command shall convene a panel to select the Coast Guard Elite Male and Female Athlete of the Year winners.
- (5) Application format is contained in enclosure (12).

E. Rules of Competition. As necessary, official rules set forth

by the National Governing Bodies governing amateur competition for either men or women in each sport shall be used. In cases of conflicting rules, it is recommended that those specified for the Armed Forces Sports Championships be used.

F. Competition Outside the Armed Forces Sports Program.

Competition with other than military individuals or teams is authorized subject to the following conditions:

1. Competitions with professional teams are authorized only on Armed Forces reservations for the entertainment of Armed Forces personnel, or when approved in advance by the member's chain of command.
2. Coast Guard personnel are not permitted to compete in games, contests, or exhibitions conducted by promoters or groups operating for the purpose of personal or organizational gain unless prior permission has been obtained from the member's chain of command and servicing staff JAG. This does not preclude individuals from competing in these events when not being sponsored by the Coast Guard.
3. Requests for participation in benefit contests for charitable organizations shall be submitted to the command and servicing staff JAG for approval. Commands participating in contests must ensure that all expenses are paid from proceeds of the event.

G. Advertising.

1. Coast Guard MWR programs must communicate the benefits of their goods and services to as many potential patrons as they can. Such communication shall not reflect unfavorably on the Coast Guard or the Department of Homeland Security.
2. Policy.
 - a. MWR programs may pay to advertise MWR goods, services, entertainment, and social events through Coast Guard media. The following may be used in advertisement: brand names and unit prices, feature acts, films, or talents, admission price or cover charges, and names of commercial sponsors.
 - b. MWR programs may pay to advertise their services and

events through other media provided that media is circulated to, prepared for, or geared to an audience consisting primarily of Coast Guard or DHS personnel, or authorized patrons. When advertising in such non-DHS publications, a disclaimer shall be used similar to: "This offer or event is open only to authorized patrons." This policy shall not be interpreted to apply to publications distributed to a more general audience.

- c. MWR programs may pay to advertise in appropriate civilian media when MWR events are open to the public subject to the following conditions:
 - (1) Events shall not directly compete with similar events offered in the local civilian community. Open events shall be coordinated in advance with the local public affairs staff.
 - (2) Open events must be infrequent, not weekly or monthly, increase military and/or civilian interaction, and enhance community relations.
 - (3) Merchandise shall not be advertised; however, event-related merchandise and food and beverage may be sold for on-premises consumption.
 - (4) OCONUS advertising shall conform to existing SOFA regulations, command policy, and local laws.

- d. MWR programs may sell space for commercial advertising in any media produced for or prepared by them and must accept payment for such advertising subject to the following conditions:
 - (1) Publication of paid commercial advertising by MWR programs is bound by similar standards that apply to civilian enterprise publications.
 - (2) Advertising shall include a disclaimer that it does not constitute an endorsement by the Coast Guard or DHS.
 - (3) Acceptance of paid commercial advertising on any appropriated funded media is prohibited.
 - (4) Commanding officers shall make final decisions on

acceptance of advertising and must consider public perceptions, impact to the local economy, and the effect on the local civilian enterprise newspaper, and any unit guide or unit map.

- (5) Advertising in MWR media is based on reaching bona fide users in accordance with established patronage policies.
- e. Mailings to authorized MWR patrons of announcements pertaining to sales and services provided by MWR programs are authorized. Mailings containing advertisement of specific commercial products, commodities, or services provided by or for any private individual, firm, or corporation are authorized only to those patrons who voluntarily have requested to receive such mailings. Units shall maintain a list of those patrons not desiring to receive these mailings. The cost of promotional mailings to include postage shall be paid with nonappropriated funds.
 - f. MWR programs may contribute articles and stories for publication as unpaid information items in Coast Guard newspapers, plan-of-the-day, installation cable TV, and other media intended primarily for distribution within the MWR community.
 - g. Ads, premiums, coupons, and samples (except tobacco and alcohol) may be distributed directly to authorized patrons. A disclaimer is not required for items provided as premiums, coupons, and samples. MWR programs may accept premiums with a value of \$20 or less when voluntarily initiated and prepared by suppliers. A premium is merchandise offered to advertise an activity, product, service or event as a bonus or as an incentive to buy. Examples of premiums are ball point pens, or plastic rulers, with an intrinsic value of \$20 or less retail. Ads and promotional devices that are primarily advertising devices, prepared by non-Federal sources, shall not be distributed through official channels. Such media may be placed in locations on the unit for personal pickup. A disclaimer is required to the effect that there is no implied endorsement. MWR programs shall not solicit funds from suppliers or other non Federal sources to offset costs of premiums, or

request such suppliers or sources to prepare or provide special premiums at their expense.

- h. MWR activities may use point of sale displays and promotional material such as reduced price and special offer coupons, and may participate in national and local coupon redemption programs available to the general public or to the military community.
 - i. Advertising must include a disclaimer that it does not constitute a Coast Guard endorsement. Due to the unique nature of electronic media, printed copies of the disclaimer are to be made available, should they be required.
 - j. MWR activities are authorized to work with local staff JAGs to develop a streamlined contract/agreement for the placement of ads in MWR publications or other advertising media.
 - k. Local accounting records are to be maintained to support advertising income and expenses.
- H. Commercial Sponsorship. Commercial sponsorship is the act of providing assistance, funding, goods, equipment, or services to MWR programs and events by an individual, agency, company, corporation or other entity (sponsor) for a specific (limited) time in return for public recognition or advertising promotions.
- 1. Local MWR programs with fulltime MWR staffs and the CSC are authorized to competitively solicit commercial sponsorships or accept unsolicited commercial sponsorships for MWR programs and events under the conditions contained within these guidelines. Only MWR programs in support of MWR activities and functions are authorized to obtain commercial sponsorships. Units without full time MWR staffs may participate in the commercial sponsorship program through their cognizant authorities for MWR purposes if that command has a full time MWR resource.
 - 2. Tobacco sponsorship will not be solicited or accepted.
 - 3. Soliciting alcoholic beverages sponsors, including beer is not authorized, but may be accepted, under the following conditions:

- a. If offered, i.e., unsolicited, MWR activities may accept and participate in any promotions of these products that are not directed predominantly or exclusively at the military market.
 - b. MWR activities may accept unsolicited promotions provided the alcohol company sponsors similar events in civilian communities.
 - c. Product sampling is not authorized.
4. Only sponsorships from U. S. firms will be solicited and accepted.
 - a. In overseas areas, solicitation of non-U.S. firms (those not incorporated within the United States) is authorized with the commanding officer's approval provided solicitation is not in violation of SOFA or treaty agreements or in direct competition with any Armed Forces exchange. Any questions regarding the appropriateness of the commercial sponsorship by a non-U.S. firm should be directed to the CSC.
 - b. Solicitation of foreign corporations having U. S. subsidiaries is authorized, (i.e., Toyota of America, etc.).
 5. Only those suppliers or manufacturers that supply or produce personal consumer products or services may sponsor an MWR event. No exceptions. A company producing only military hardware does not meet the qualifications to sponsor a MWR event; however, a defense contractor could qualify by sponsoring with one of consumer product divisions. Such sponsorships must be executed (signed) by the company's consumer products division.
 6. If not unsolicited, sponsorships must be competitively solicited, which requires notifying at least 3 companies, if available, having the product or service deemed appropriate for the event.
 - a. To satisfy this requirement, MWR officers/directors will prepare and send out a personalized letter to those companies capable of delivering the desired product or service. Documentation must be kept showing how the list was determined.

- b. An example format for a personalized solicitation letter is included as enclosure (13).
 - c. This letter not only serves as the vehicle to inform prospective sponsors of sponsorship opportunities, but also announces the event, contains an overall description of the event, forecasts number of participants, describes composition of market, etc.
 - d. The letter also requests that companies who desire additional information (i.e., a complete proposal package) contact the local MWR officer/director by a specific date.
 - e. Care must be taken to ensure an equal opportunity to participate in sponsorship is provided. All interested companies must be sent a complete proposal package, if requested.
7. All Coast Guard employees (military and civilian) shall refrain from informal sponsorship solicitation.
- a. Informal sponsorship solicitation is prohibited and may violate the Government's standards of conduct and ethics regulations.
 - b. A business-like "arm's length" relationship must be maintained between the local command and prospective sponsors.
8. Commercial sponsorship of an event is NOT a program where a sponsor gives the command a gift or donation. Commercial sponsorship is an exchange of equal value agreed upon between the command and the sponsoring entity.
9. The specific intent of the commercial sponsorship program is to enable local MWR programs to obtain funds to offer events or services that would otherwise not be possible.
- a. Commercial sponsorship may not be used to underwrite the cost of a local command's MWR program other than for the events authorized by this guidance.
 - b. Sponsorship profits may be used for other similar programs or as seed money for future sponsorship efforts.

- c. Sponsorship profits, if any, should not be used to cover MWR general and administrative expenses beyond those costs directly attributable to the event.
10. The solicitation of the maritime industry is prohibited to avoid giving the impression that these companies are subsidizing MWR program events to curry favors from the Coast Guard. Unsolicited commercial sponsorship is also not authorized.
11. Sponsorship agreements should be reviewed by legal counsel and approved by the commanding officer. A sample of a commercial sponsorship agreement is contained in enclosure (14).
12. Caution must be used to not inadvertently imply that the Department of Homeland Security and the U. S. Coast Guard officially endorse any company, sponsor, or their products or services. A disclaimer, enclosure (15), or equivalent, must be used for all sponsorships.
13. Unsolicited commercial sponsorship shall be treated the same as solicited commercial sponsorship except that it does not have to be competitively bid or announced. Unsolicited sponsorship is wholly and entirely initiated by the prospective sponsor without prior knowledge of the needs of the MWR program or unit. After an appropriate inquiry from a prospective sponsor, the MWR officer/director may inform the sponsor of any needs. The unsolicited sponsors should then furnish a letter or memorandum of intent to the unit. Unsolicited sponsorship is otherwise subject to the policies outlined above.